



## Bullseye Creative Team

▶ **PETER KLAUSER**  
*Account Warrior*

▶ **JAMES KLAUSER**  
*Creative Guru*

▶ **HUSO PACO**  
*Social Samurai*

▶ **SETH PILLERS**  
*Director of Pixels*

▶ **MEGAN FERLAND**  
*Code Whisperer*

▶ **T. PIPER**  
*Accounting*

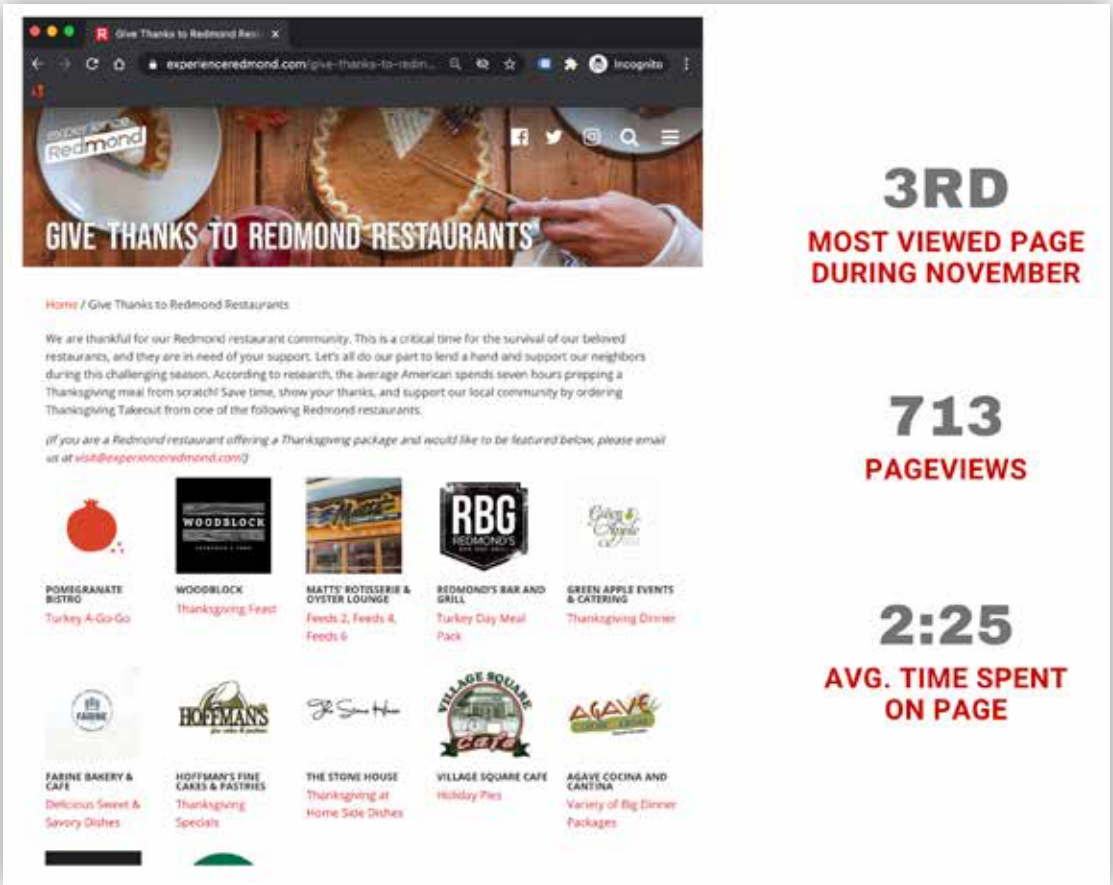
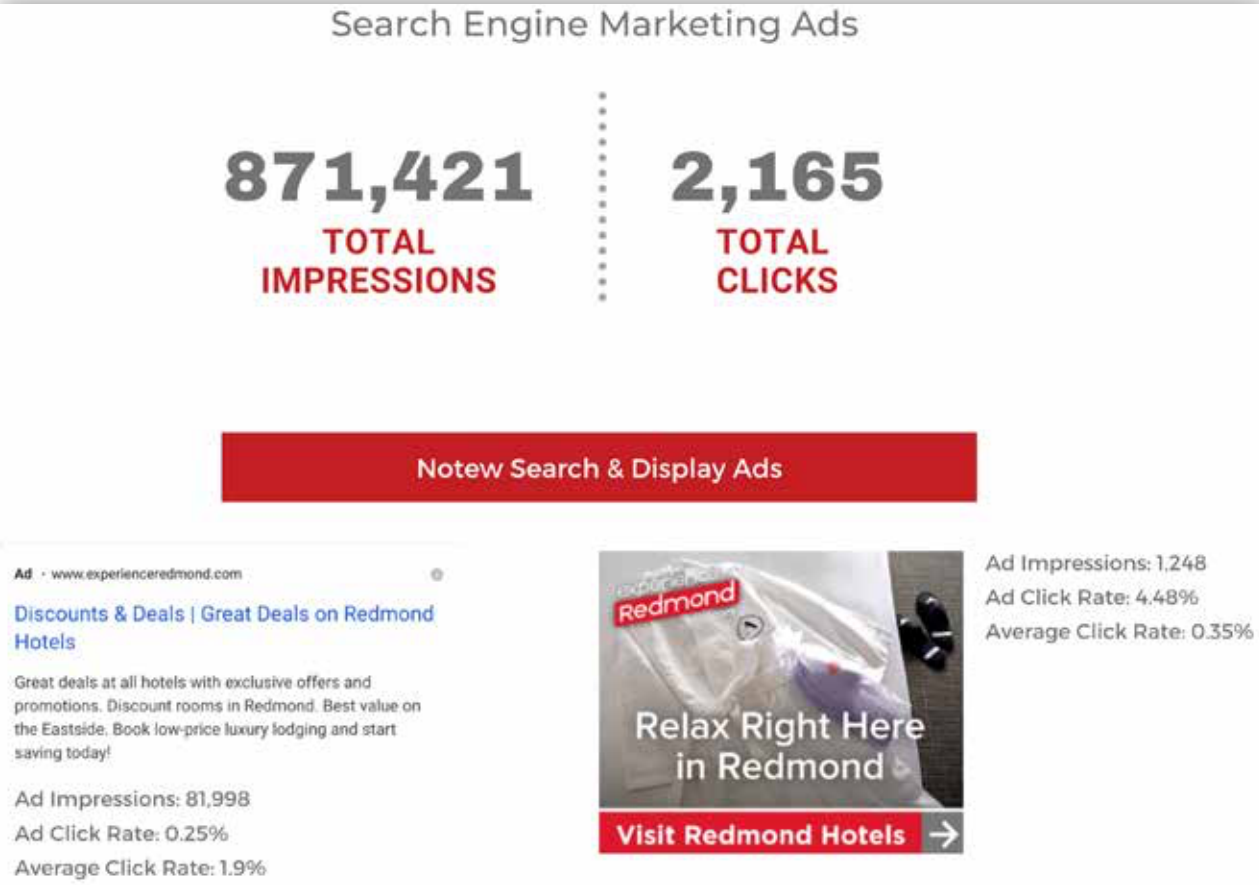
▶ **EXTENDED TEAM OF PARTNERS**  
*We've cultivated over 26 years of valuable vendor relationships, with an extended network of photographers, videographers, media planners, public relations firms, and many other creative collaborators. Our **Partnership Approach** means Bullseye's extended team includes thousands of supporting players.*



MANAGING EXPERIENCE REDMOND



ANALYSIS & REPORTING



MANAGING BUDGET

2022 - 2023 BUDGET	
Domain Names	\$865.00
Website Hosting	\$3,540.00
Print Visitors Guides	\$2,500.00
E-Newsletter	\$5,400.00
Media/P.R.	\$5,000.00
Media: Google Ads (Search/Display)	\$24,000.00
Media: Facebook/Instagram	\$15,000.00
Conpoto (Geek Out Gold)	\$474.00
STR Reports	\$2,880.00
Promo Budget	\$341.00
	\$60,000.00

	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	
Domain Names	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$865.00	\$865.00
Website Hosting	\$295.00	\$295.00	\$295.00	\$295.00	\$295.00	\$295.00	\$295.00	\$295.00	\$295.00	\$295.00	\$295.00	\$295.00	\$3,540.00
Print Visitors Guides	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00
E-Newsletter	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$5,400.00
Media/P.R.	\$0.00	\$0.00	\$2,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00
Media: Google Ads (Search/Display)	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00
Media: Facebook/Instagram	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$15,000.00
Conpoto (Geek Out Gold)	\$39.50	\$39.50	\$39.50	\$39.50	\$39.50	\$39.50	\$39.50	\$39.50	\$39.50	\$39.50	\$39.50	\$39.50	\$474.00
STR Reports	\$0.00	\$0.00	\$0.00	\$2,880.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,880.00
Promo/Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$341.00	\$341.00
	\$4,034.50	\$4,034.50	\$6,534.50	\$6,914.50	\$4,034.50	\$4,034.50	\$4,034.50	\$6,534.50	\$4,034.50	\$4,034.50	\$4,034.50	\$7,740.50	\$60,000.00

MEETINGS

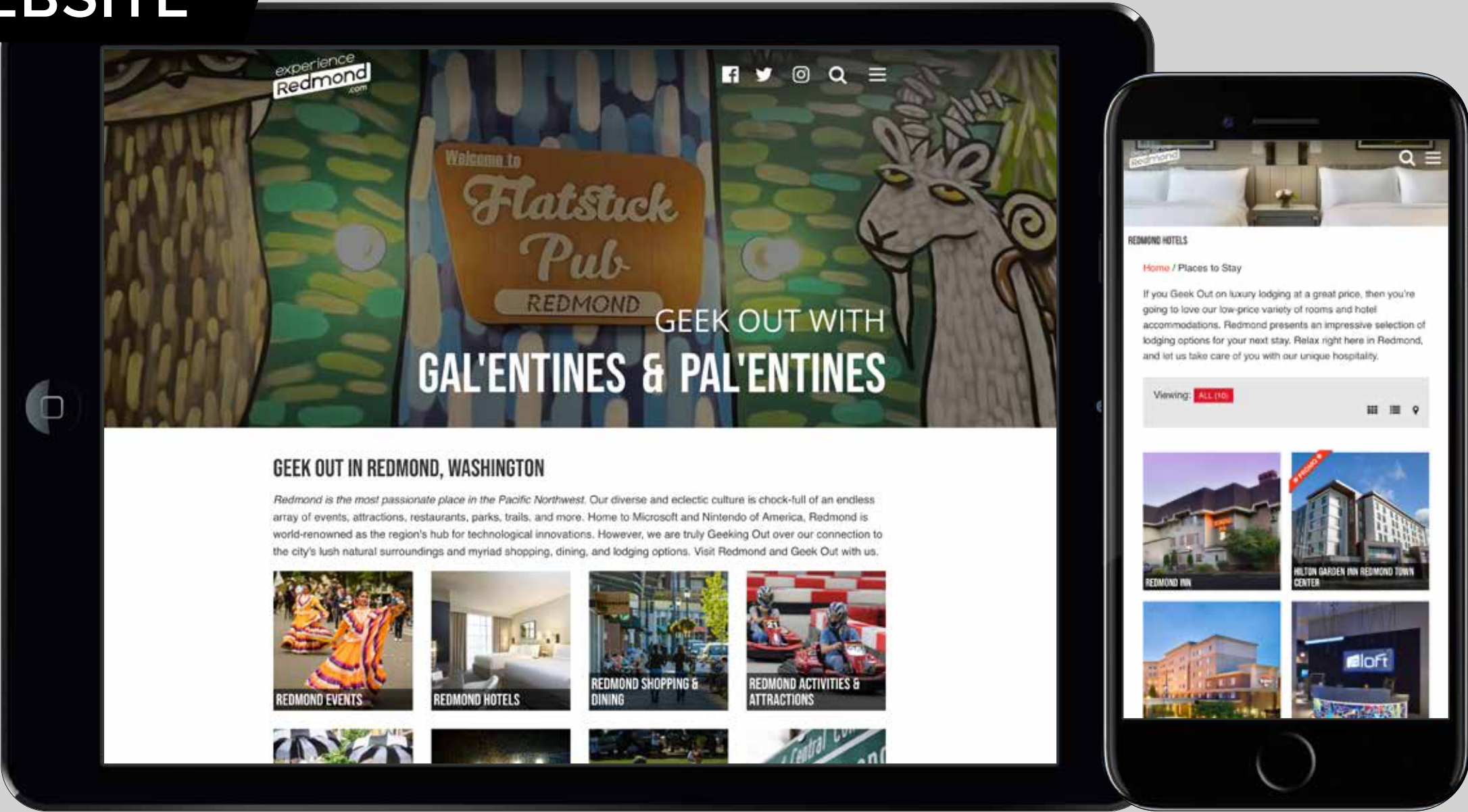
Meeting interface showing participants: AF (Audrey Fan), HP (Huso Paco), KM (Kathleen ...), and SP (Samantha ...).

Meeting chat:

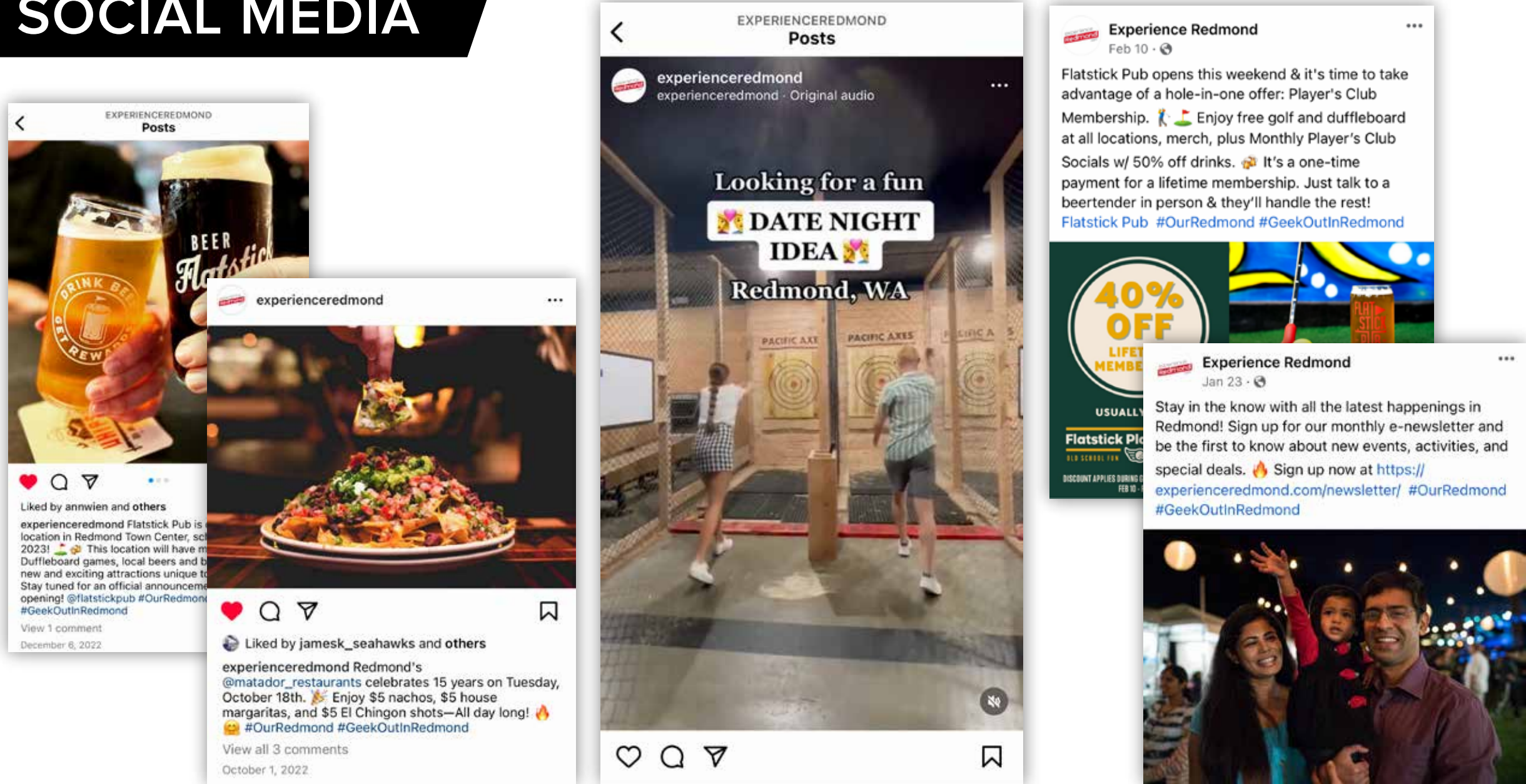
- c=MAhB IRR-95y9LsvDloPhFT7a9I02QAOWZR\_YtmiC5DdfohAVznwZNw==&ch=af\_xC6jwH4HwxkVa9KcN4c3vfZfOdCMrPmVz0QN7LhiufxGsal-Nw==
- 12:22 PM https://rentondowntown.com/winewalk/ Renton Wine Walk
- SP Samantha Paxton 12:22 PM Thank you for sharing that opportunity Audrey!
- AF Audrey Fan 12:24 PM \$10,000 for Winter Fest \$3,000 for Simon \$2,500 for Wine
- I have to jump at 12:29 for another meeting.



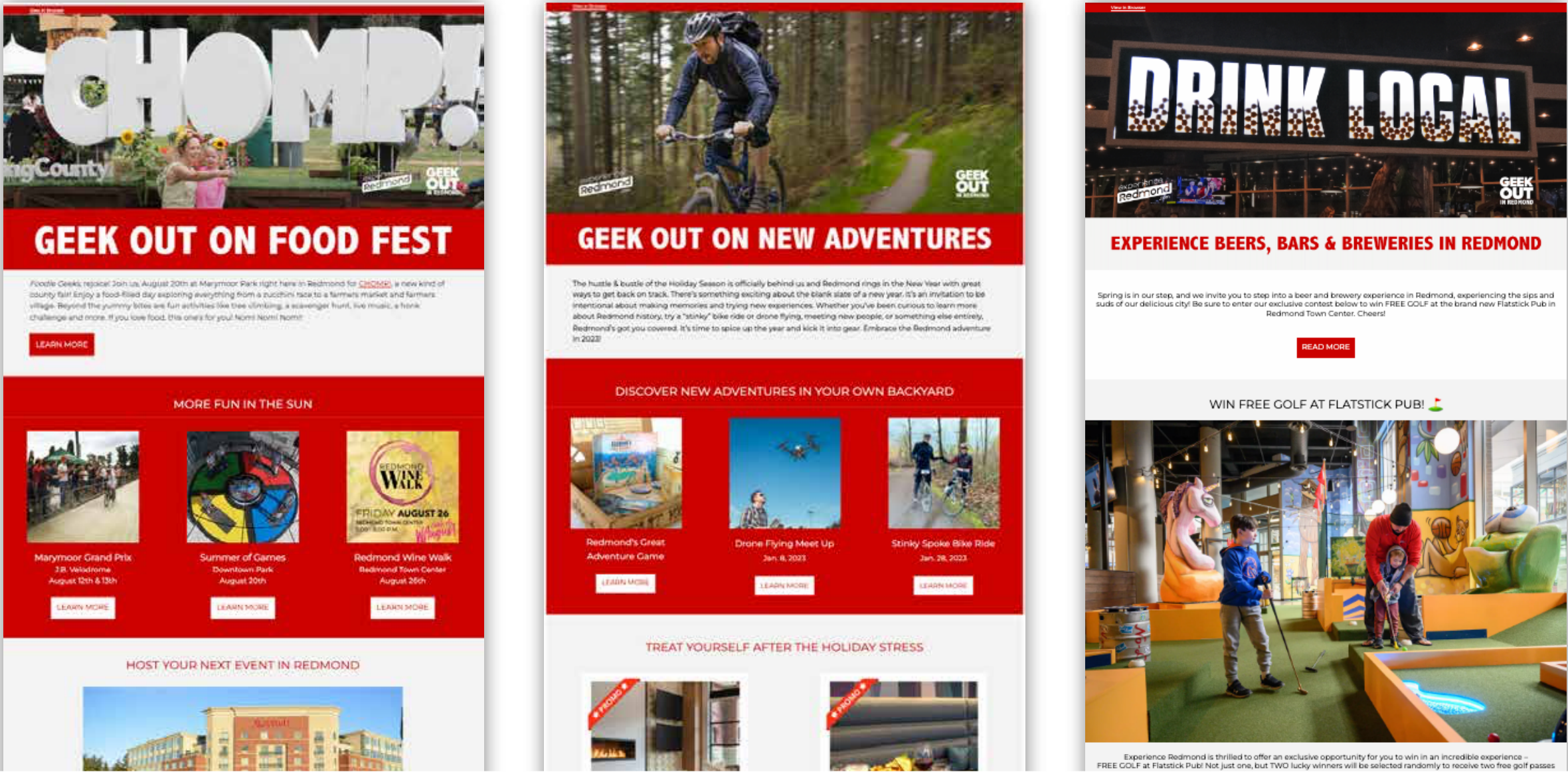
WEBSITE



SOCIAL MEDIA



E-NEWSLETTER

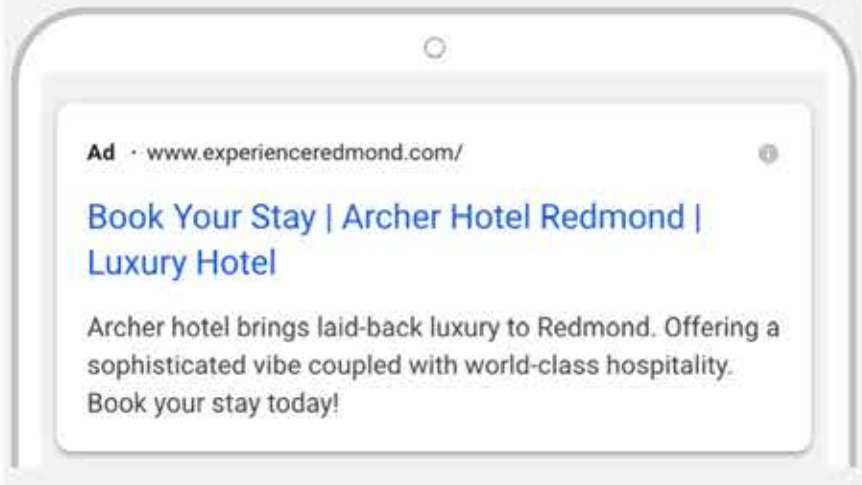
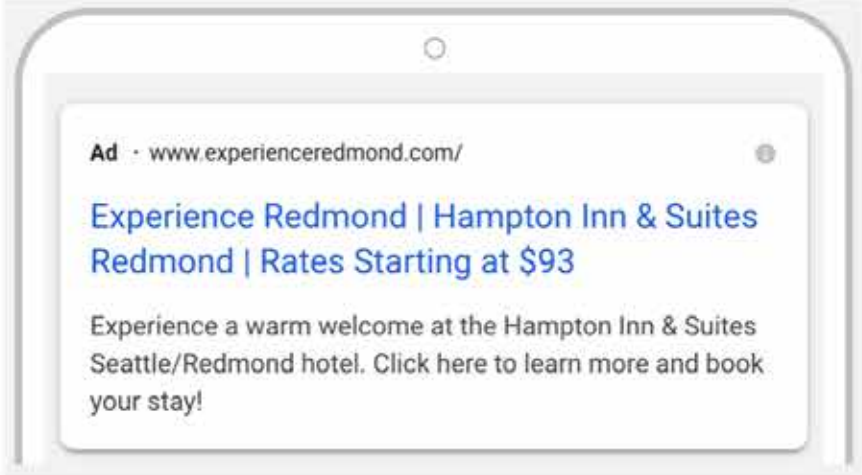
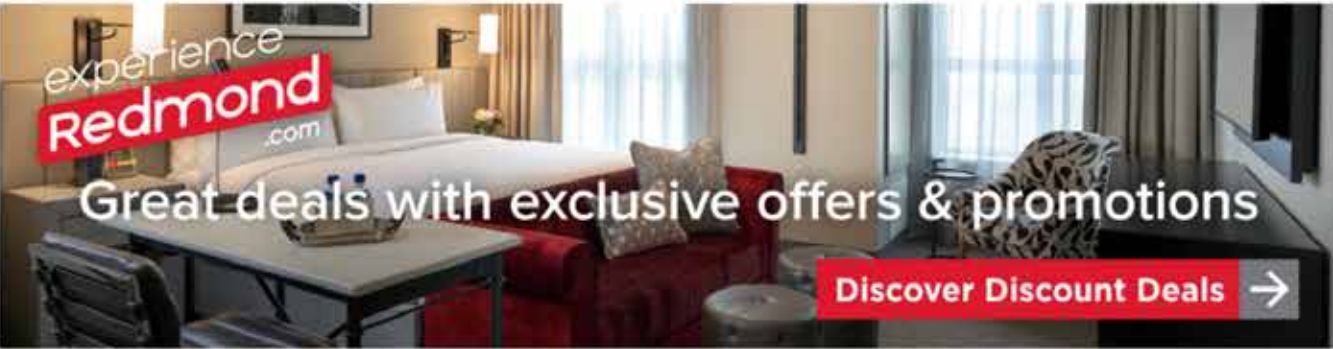


CONTENT (COPY, DESIGN, PHOTO & VIDEO)

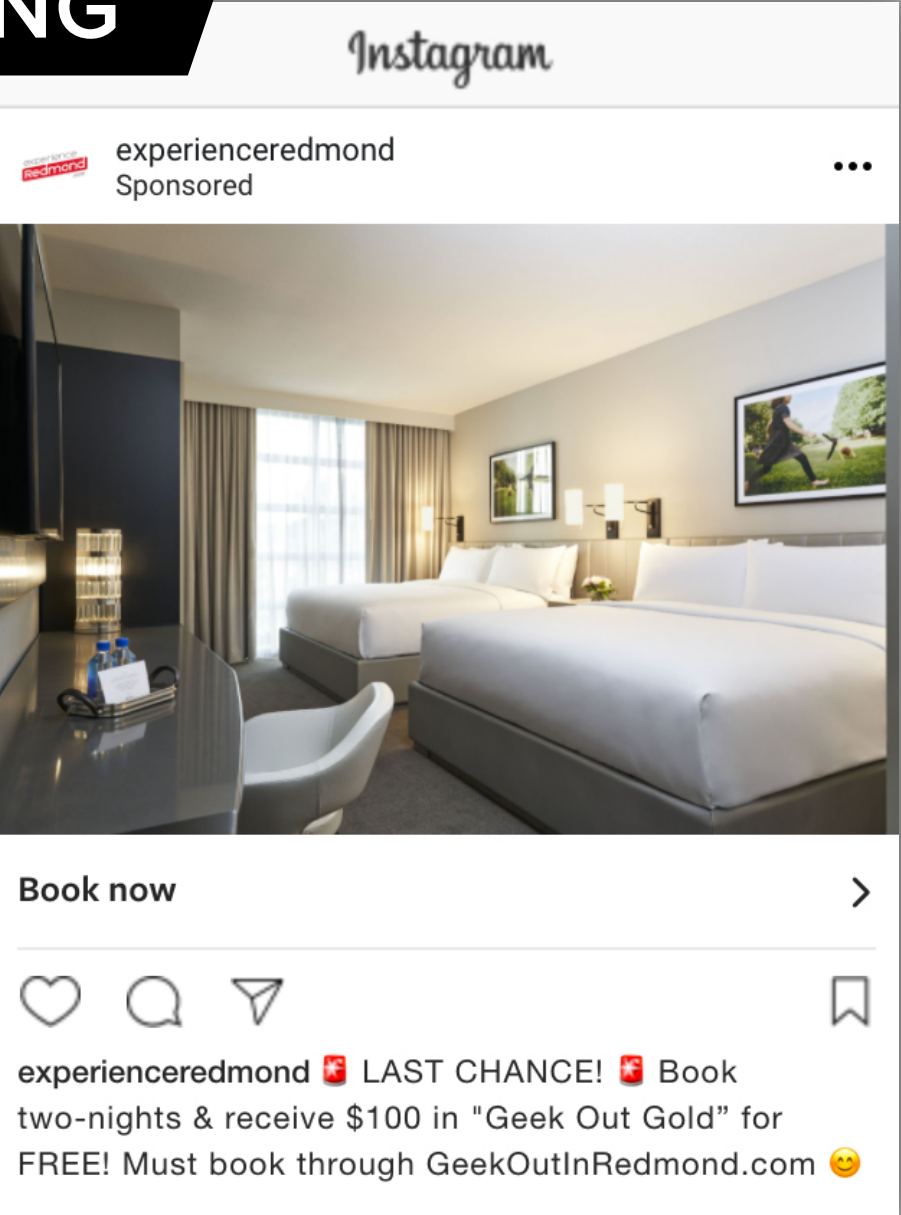
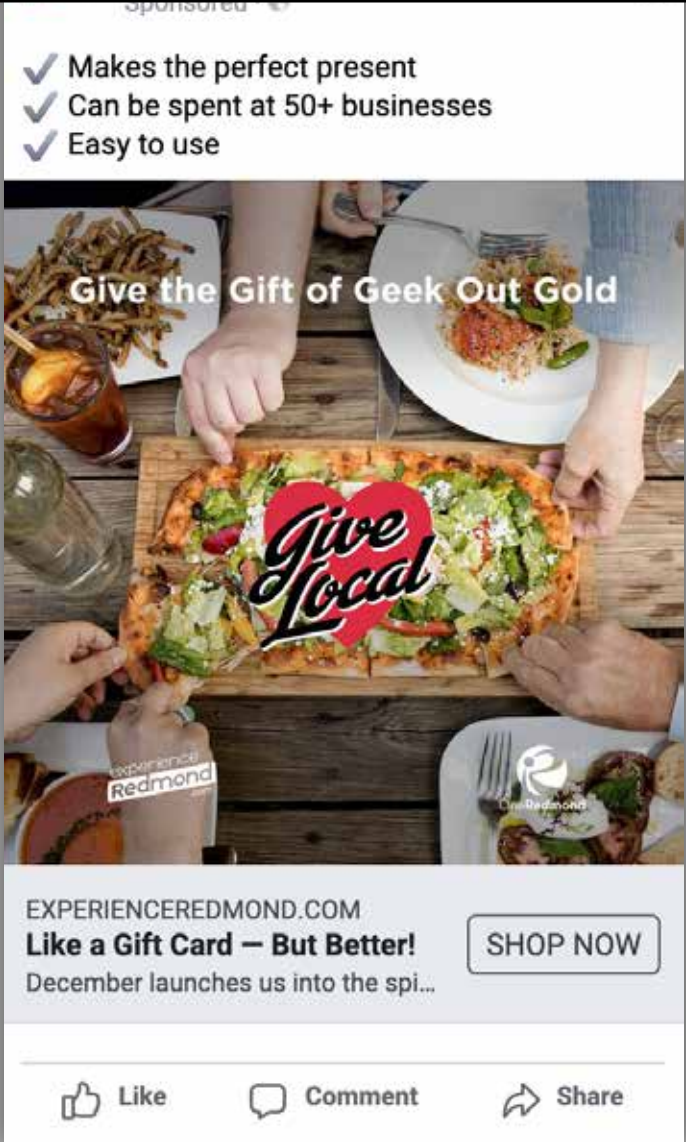




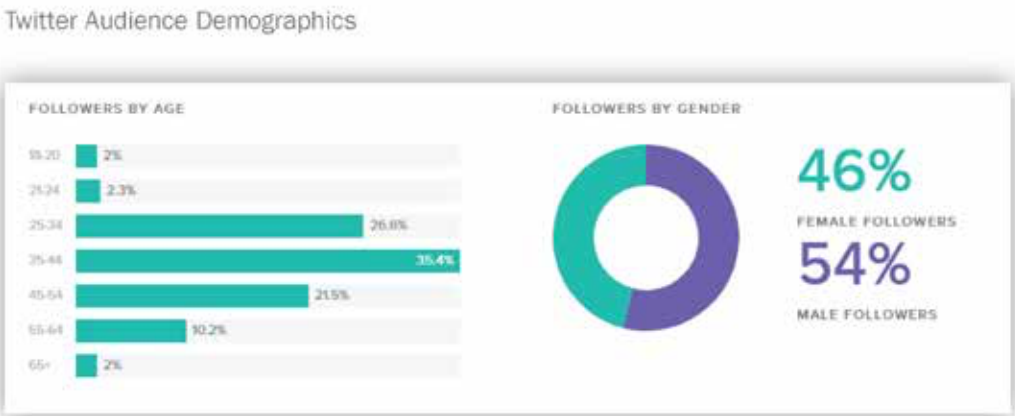
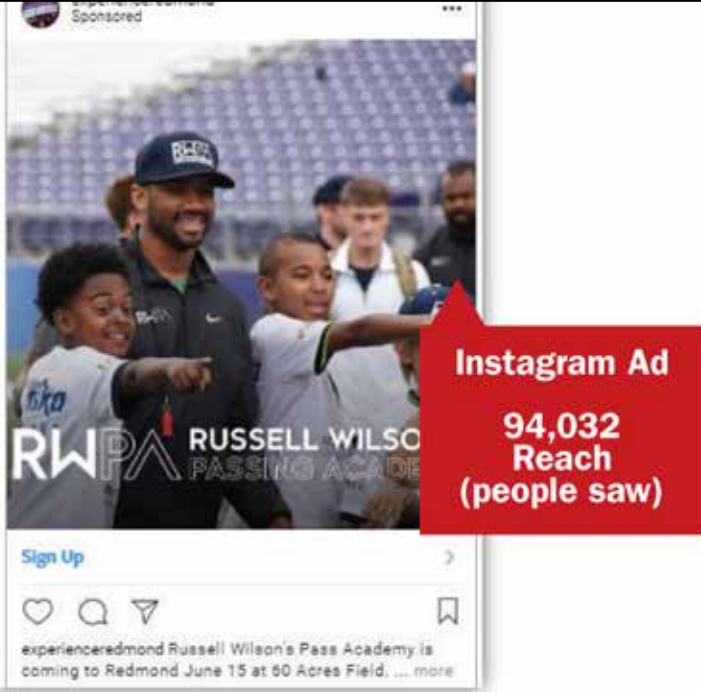
SEARCH / DISPLAY ADVERTISING



SOCIAL MEDIA ADVERTISING



GEO-TARGETED ADVERTISING



Facebook

2,468 Impressions

383 Engagements (see last page)

PRINT & DIGITAL ADS





PARTNERSHIPS



CONTESTS & PROMOTIONS



VISITORS GUIDE



PROMO / SWAG





# EVENT SOLICITATION



# HOTEL SALES SUPPORT

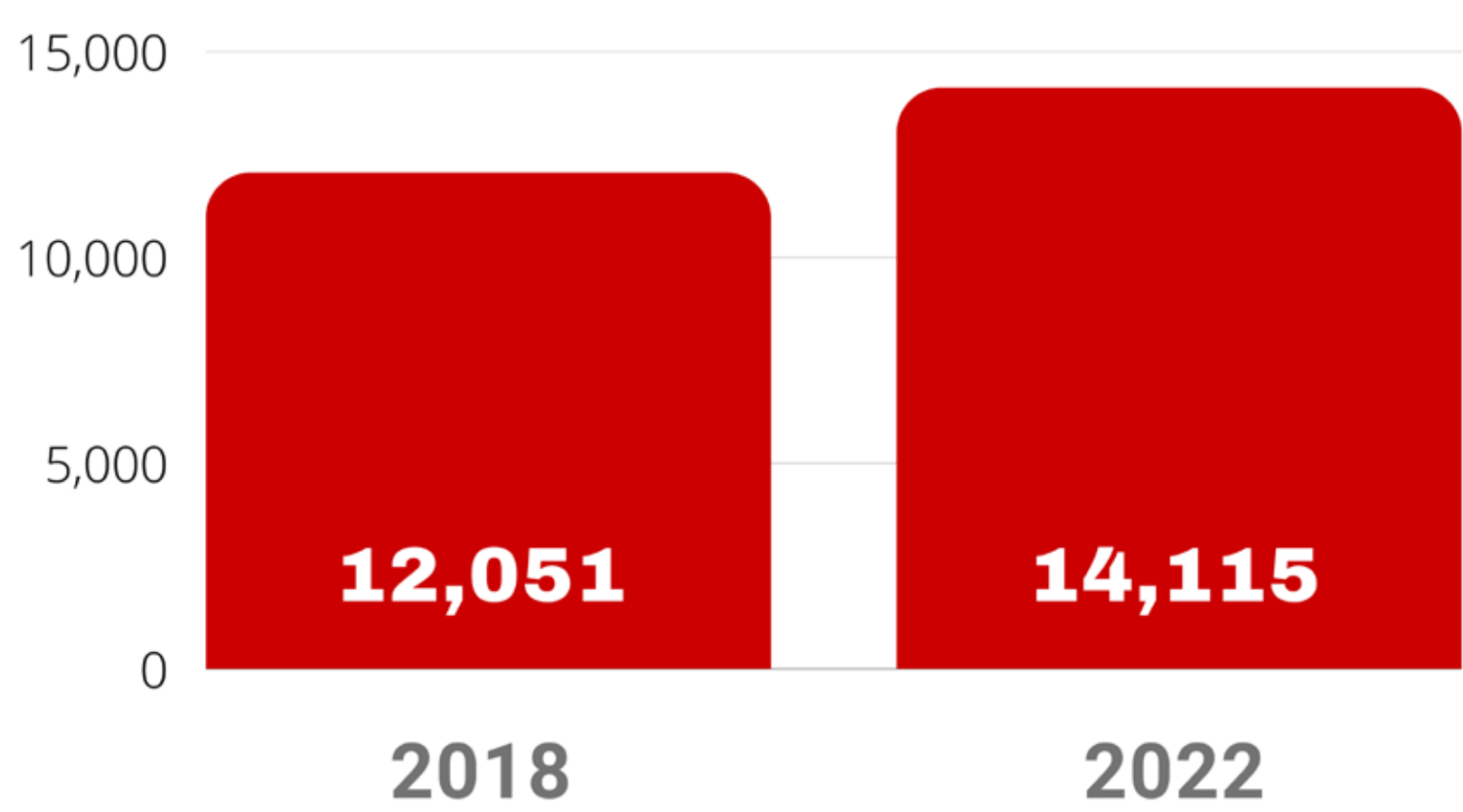




ORGANIC TRAFFIC GROWTH



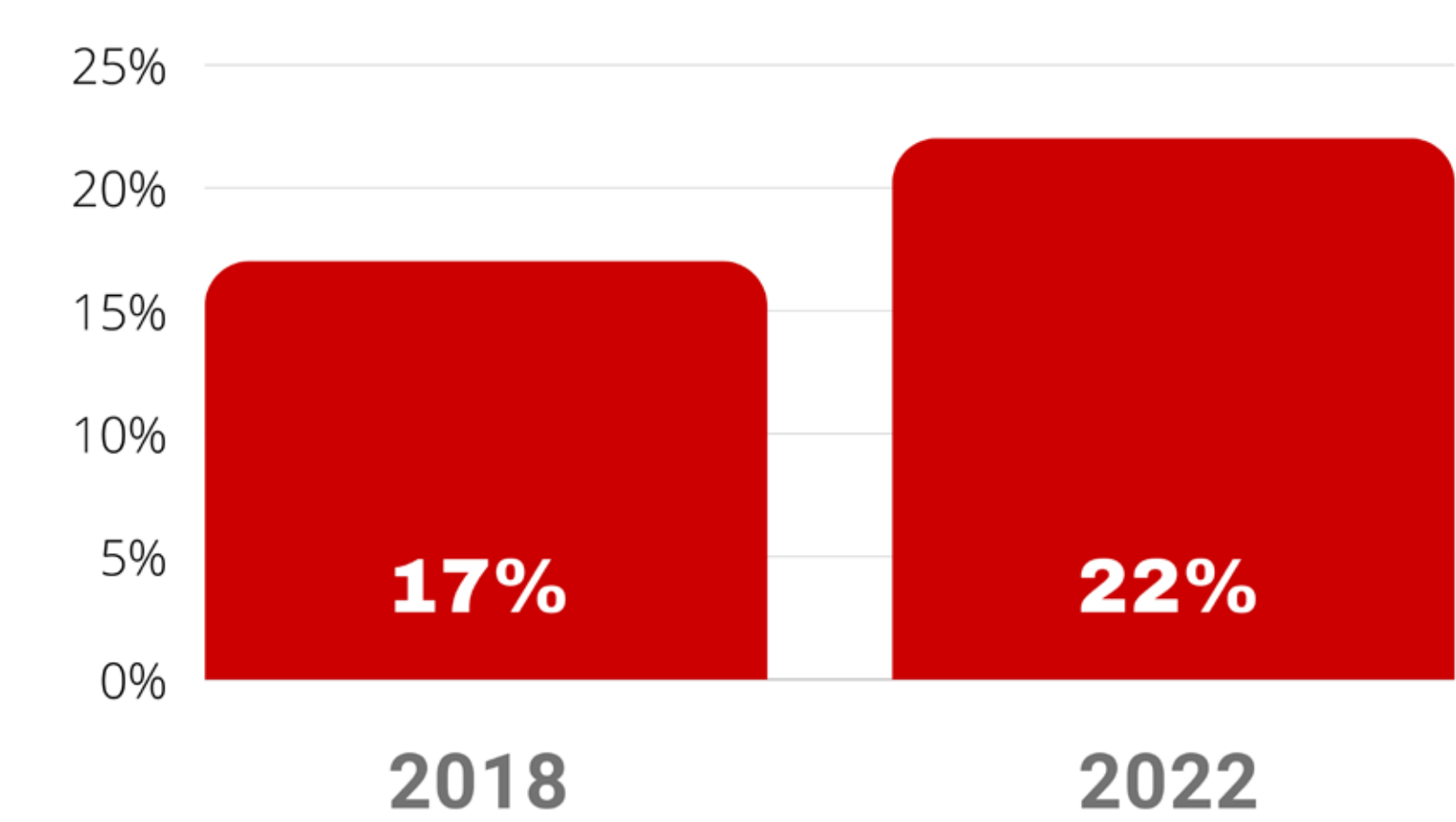
SOCIAL MEDIA FOLLOWER GROWTH



SEARCH TERM RANKING

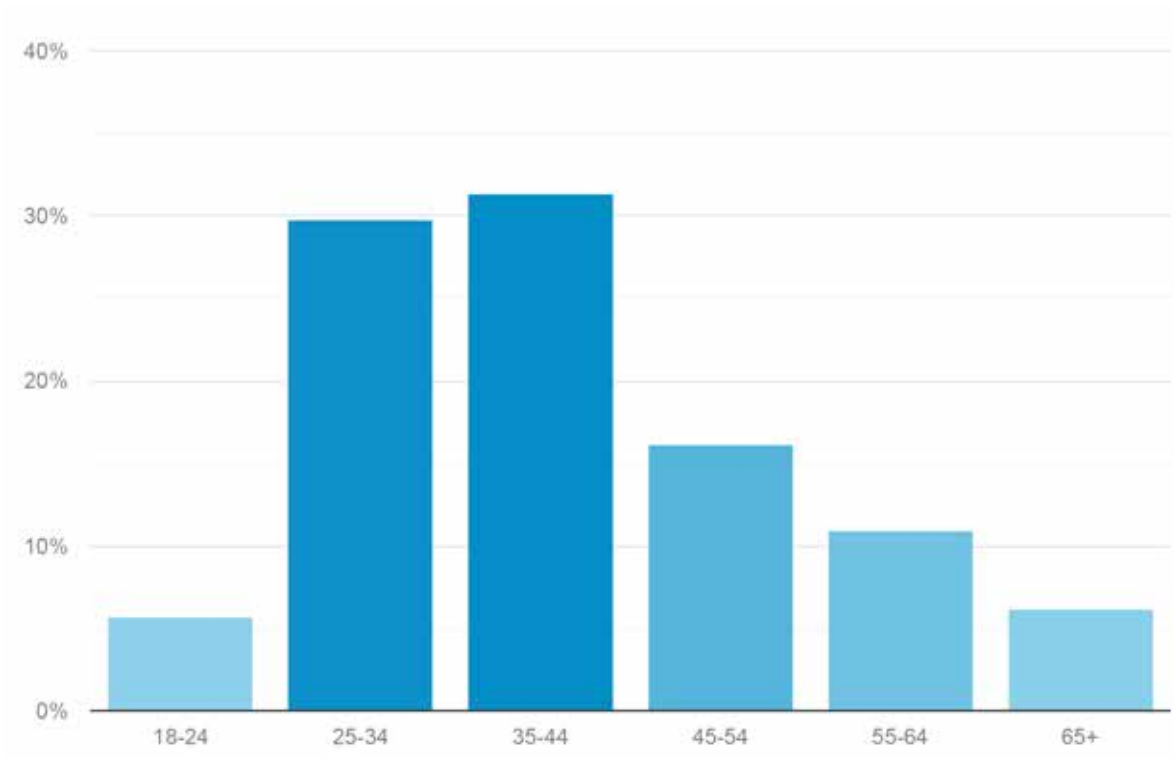
SEARCH TERM	RANK	SOURCE
Host Your Event in Redmond	1	Google
Host Event in Redmond	2	Google
Events in Redmond	1	Bing
Redmond Events	2	Google and Bing
Things To Do in Redmond	2	Google
Redmond WA Activities	1	Bing
Hotels in Redmond	5	Google
Redmond Hotels	6	Google
Activities in Redmond This Weekend	2	Bing

SOCIAL MEDIA ENGAGEMENT GROWTH

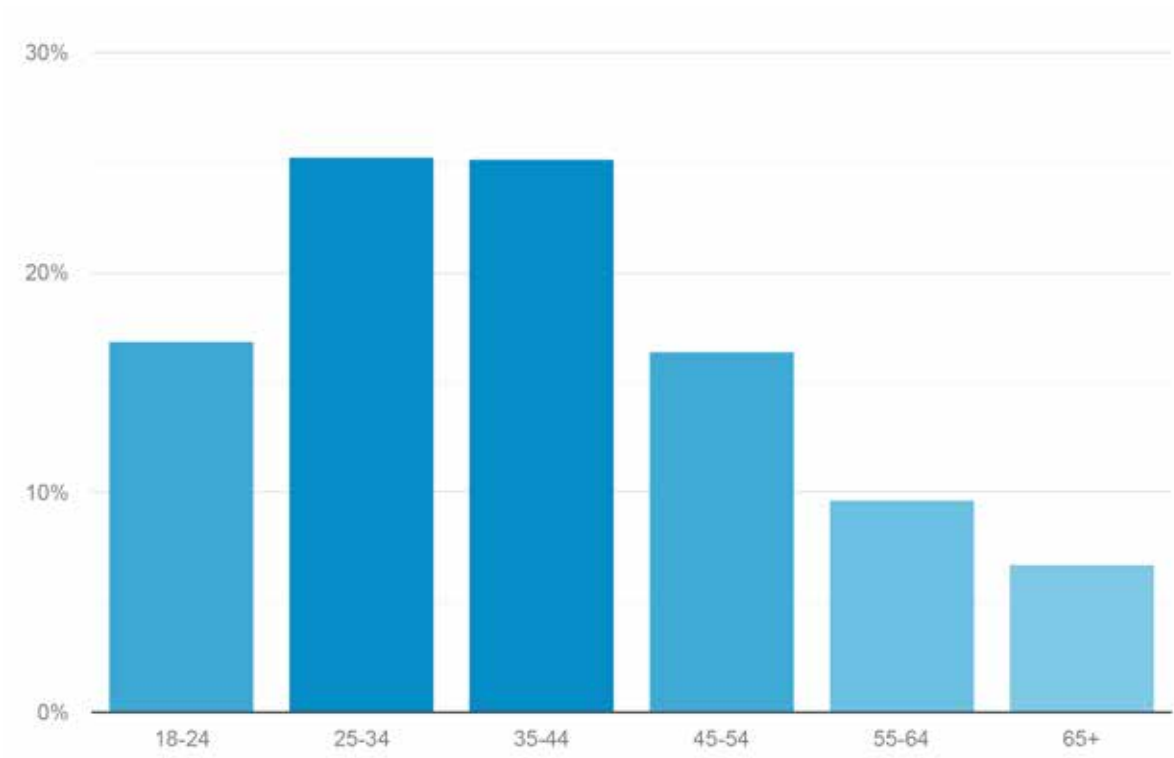




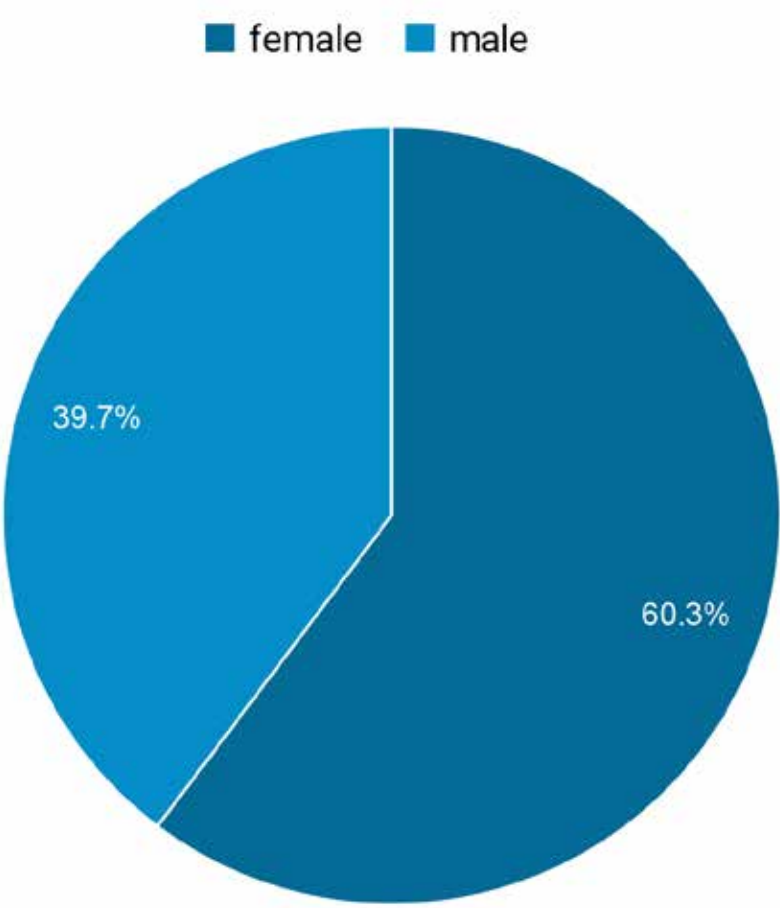
AGE • 2018



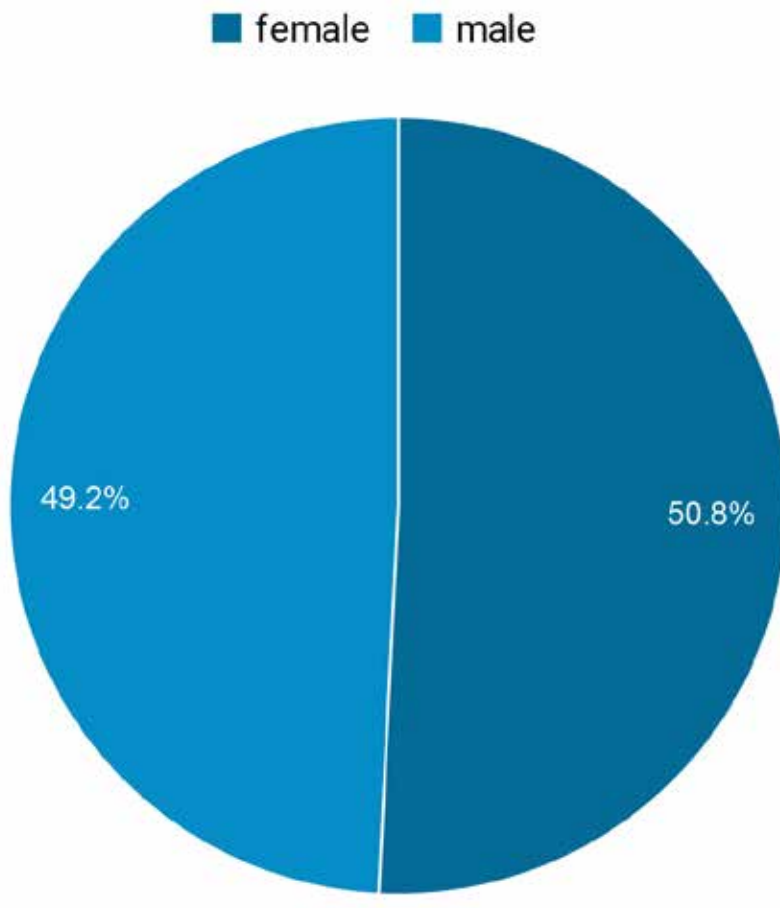
AGE • 2022



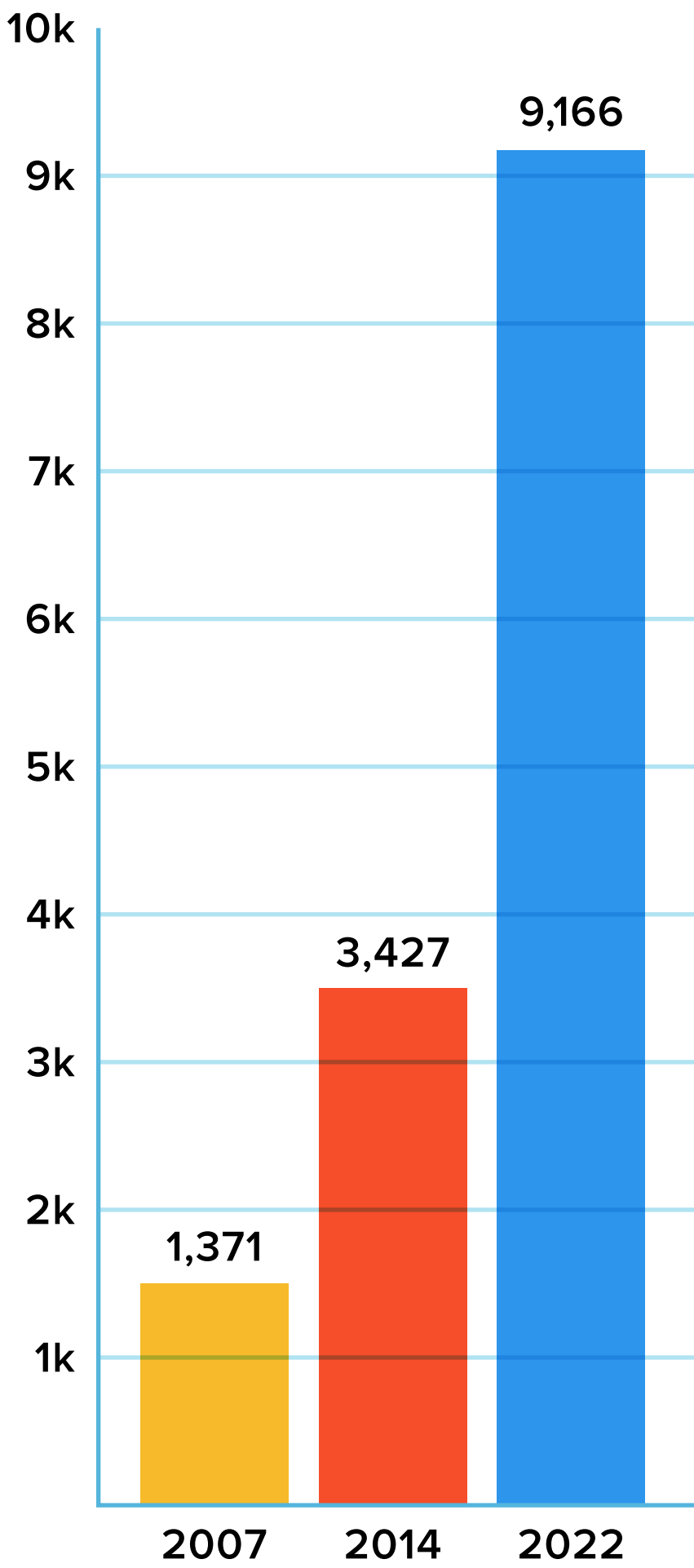
GENDER • 2018



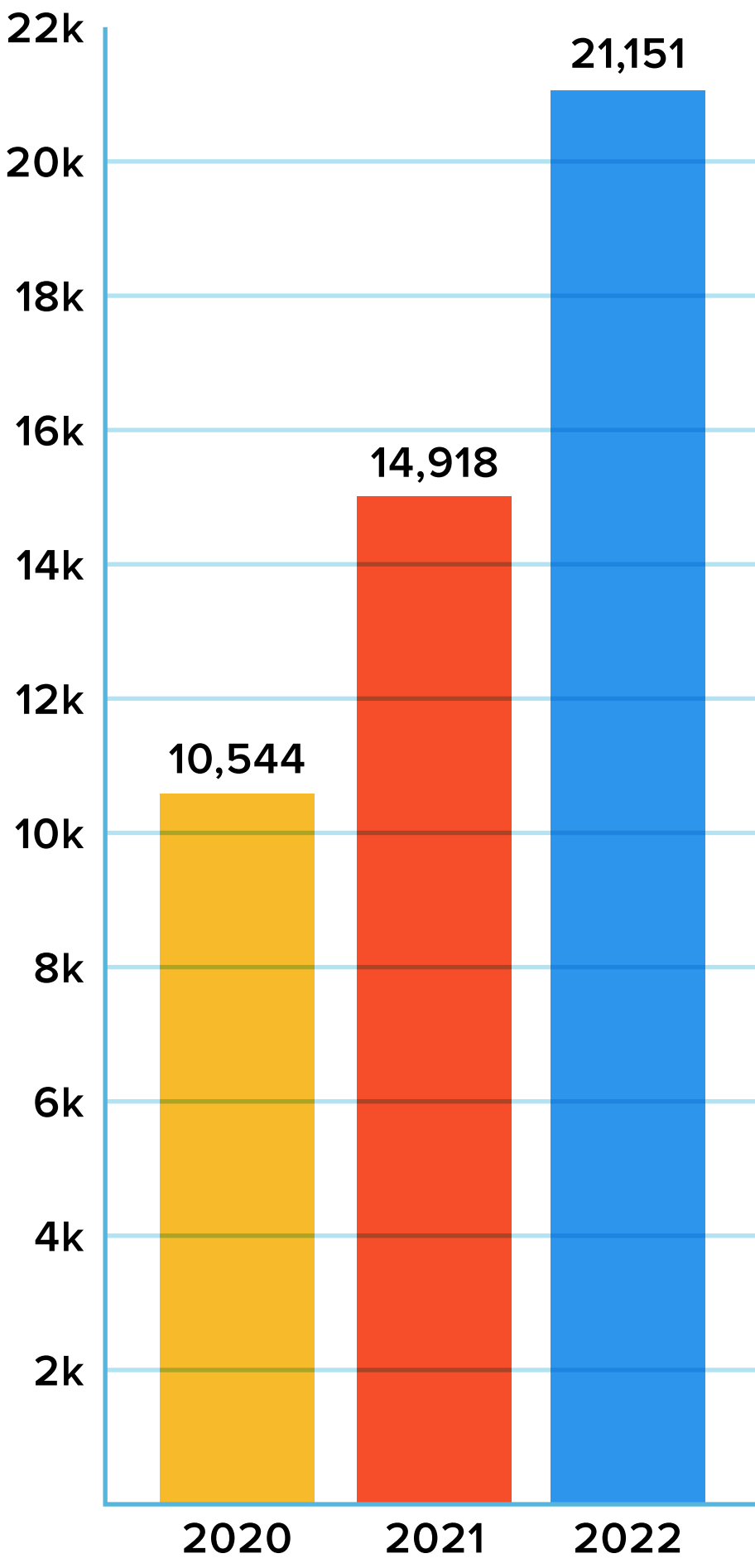
GENDER • 2022



WEBSITE USERS  
(Monthly Avg)



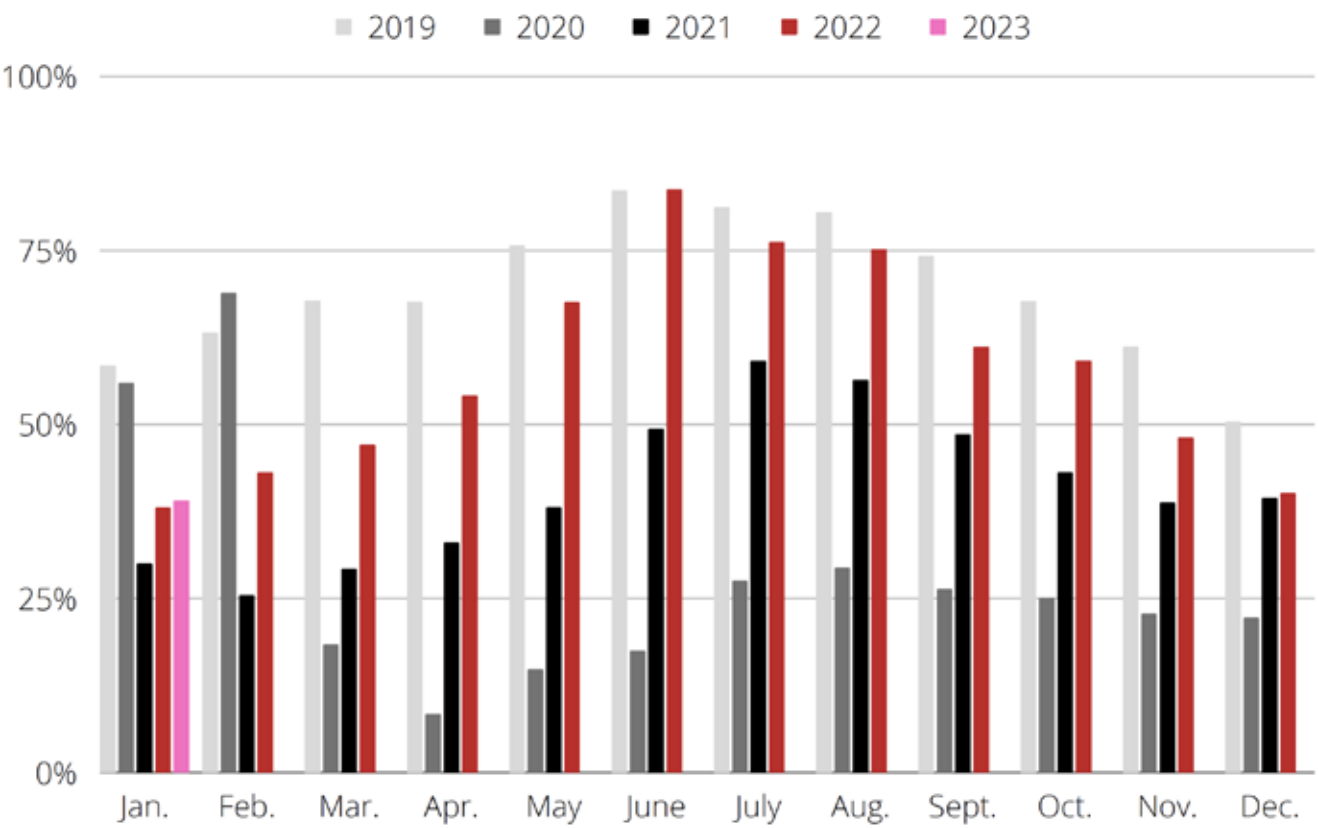
WEBSITE CONVERSION  
(Hotel Reservations +  
Event Quote Requests)





OCCUPANCY

Smith Travel Reports Data 2019 - 2023



41%

Weekday

34%

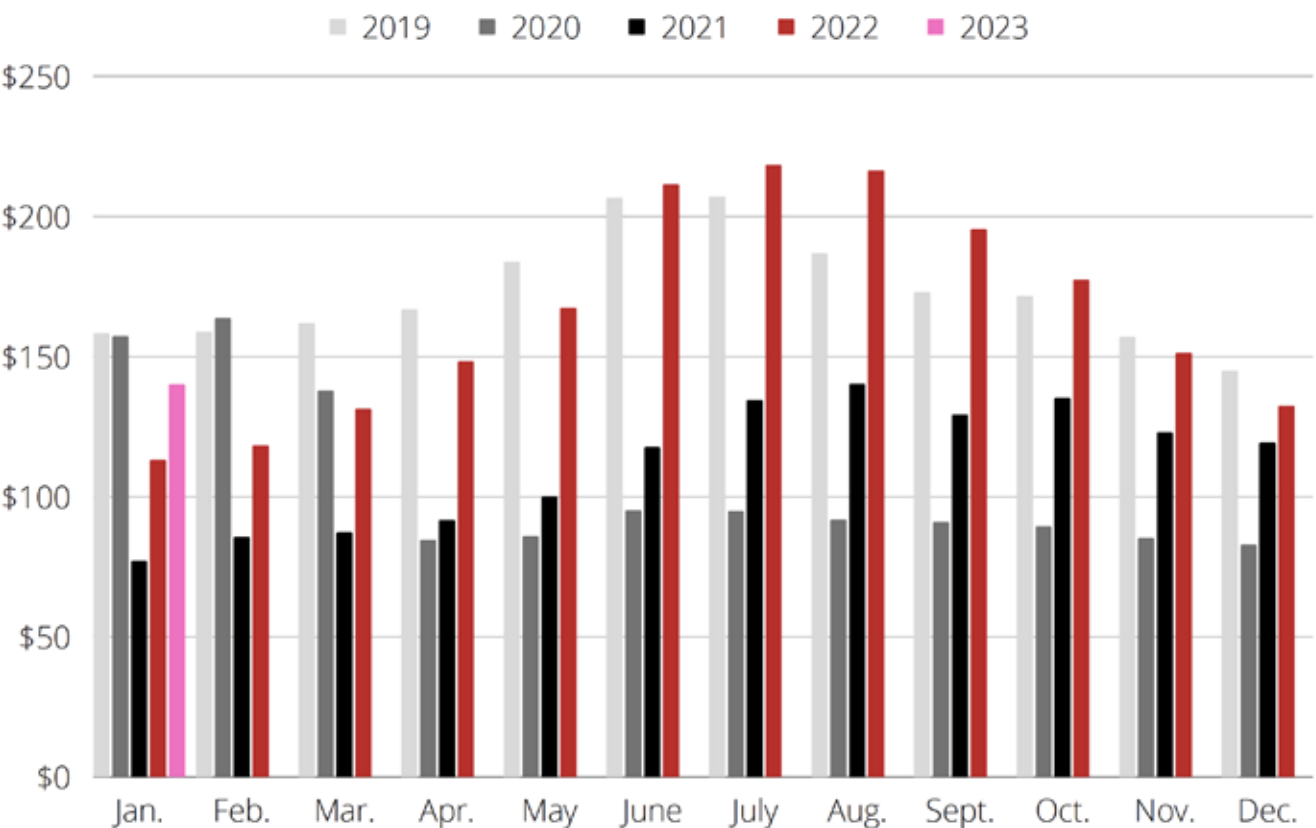
Weekend

39%

Total Occupancy  
January 2023

AVERAGE DAILY RATE

Smith Travel Reports Data 2019 - 2023



\$145

Weekday

\$123

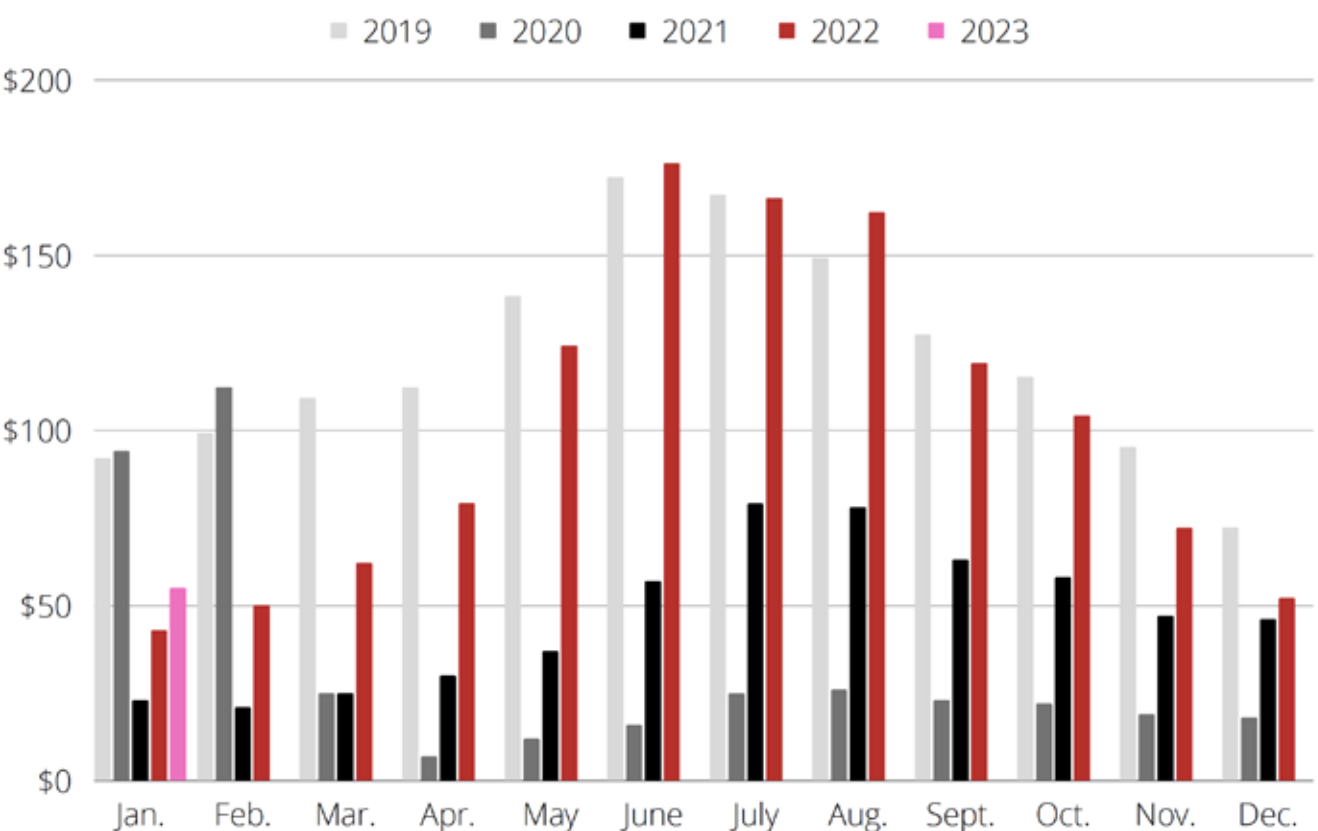
Weekend

\$140

Total ADR  
January 2023

REVENUE PER AVAILABLE ROOM

Smith Travel Reports Data 2019 - 2023



\$60

Weekday

\$42

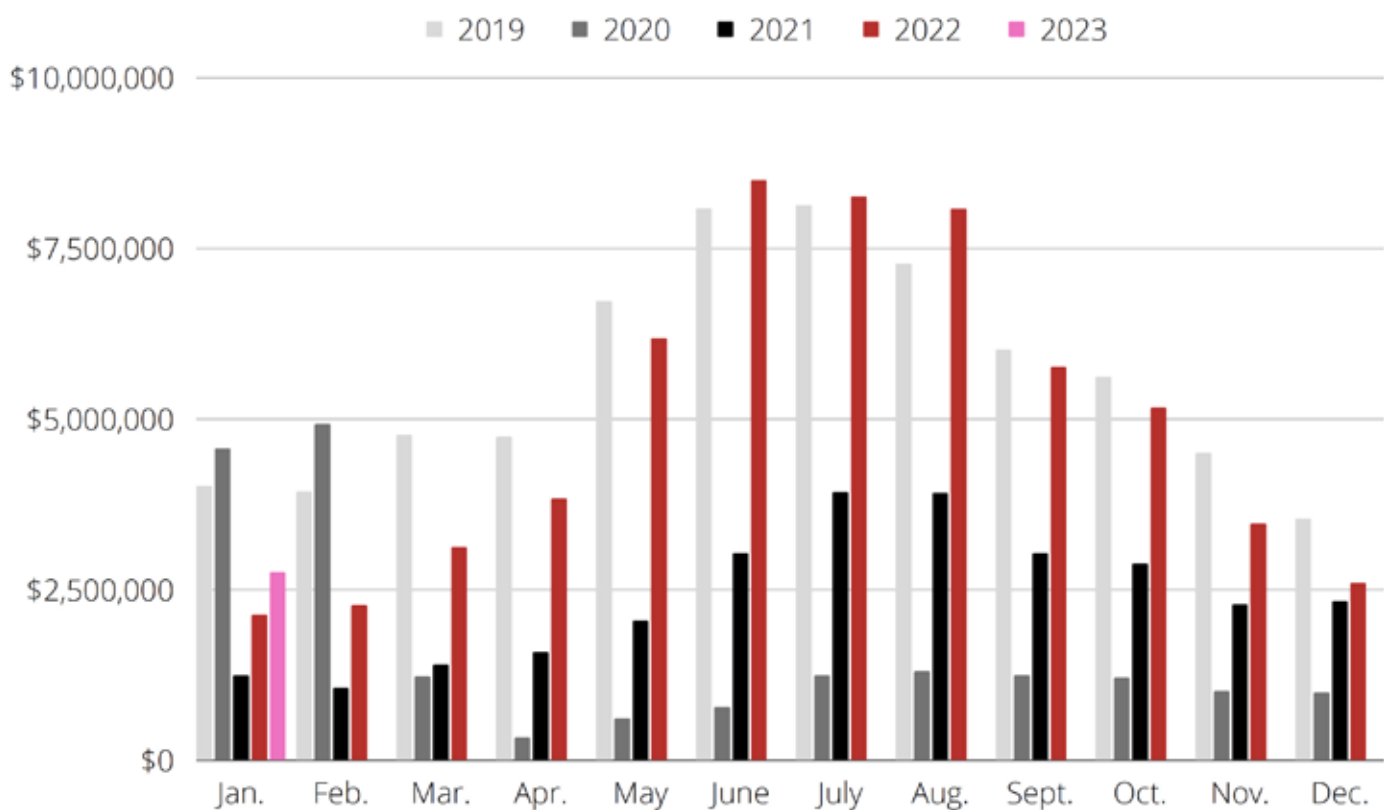
Weekend

\$55

Total RevPAR  
January 2023

REVENUE

Smith Travel Reports Data 2019 - 2023



\$2.2M

Weekday

\$542K

Weekend

\$2.7M

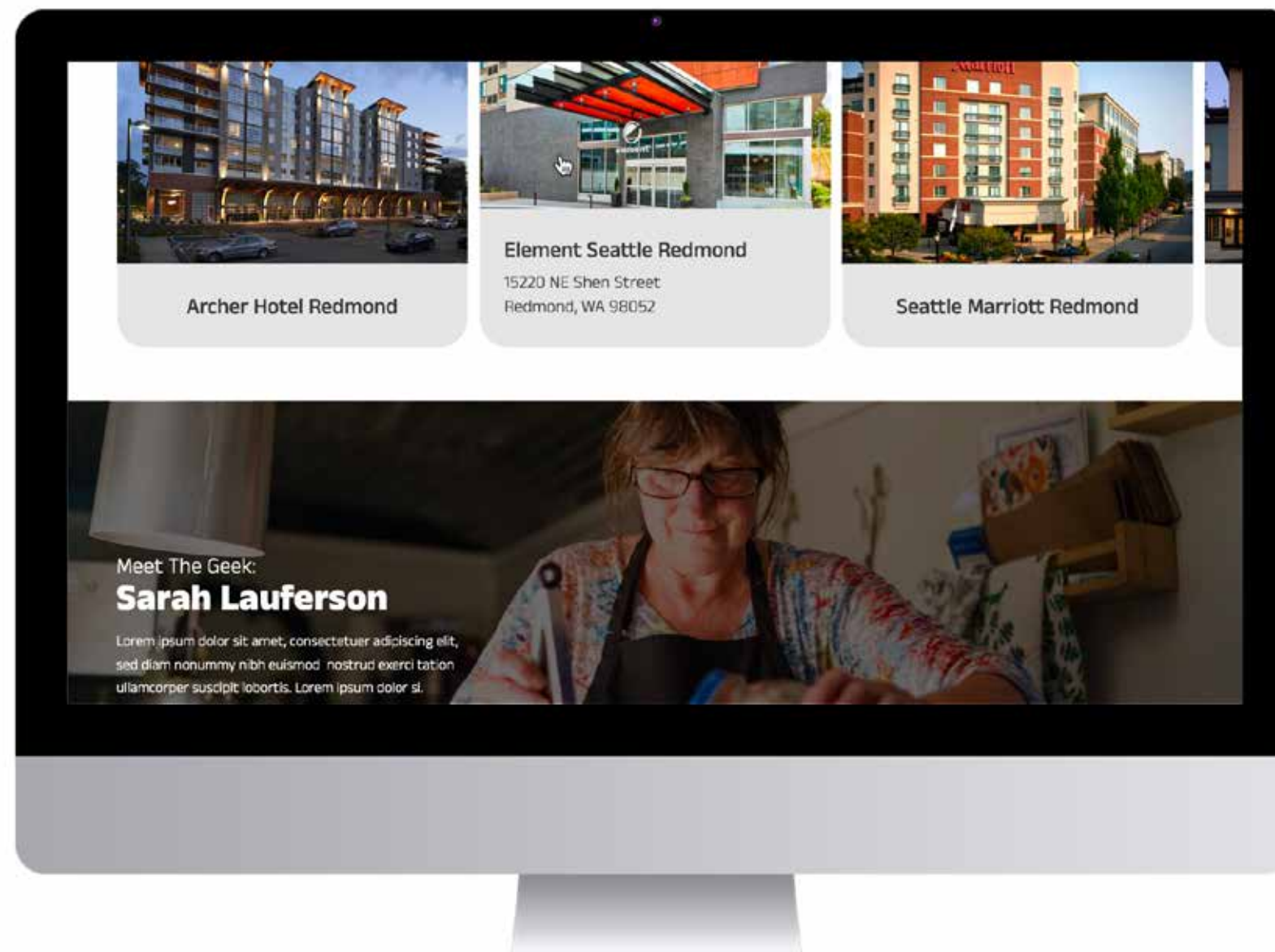
Total Revenue  
January 2023



## WINERY SALES STRATEGIES



## WEBSITE RE-LAUNCH



## PNW EVENT COMPRESSION MEDIA



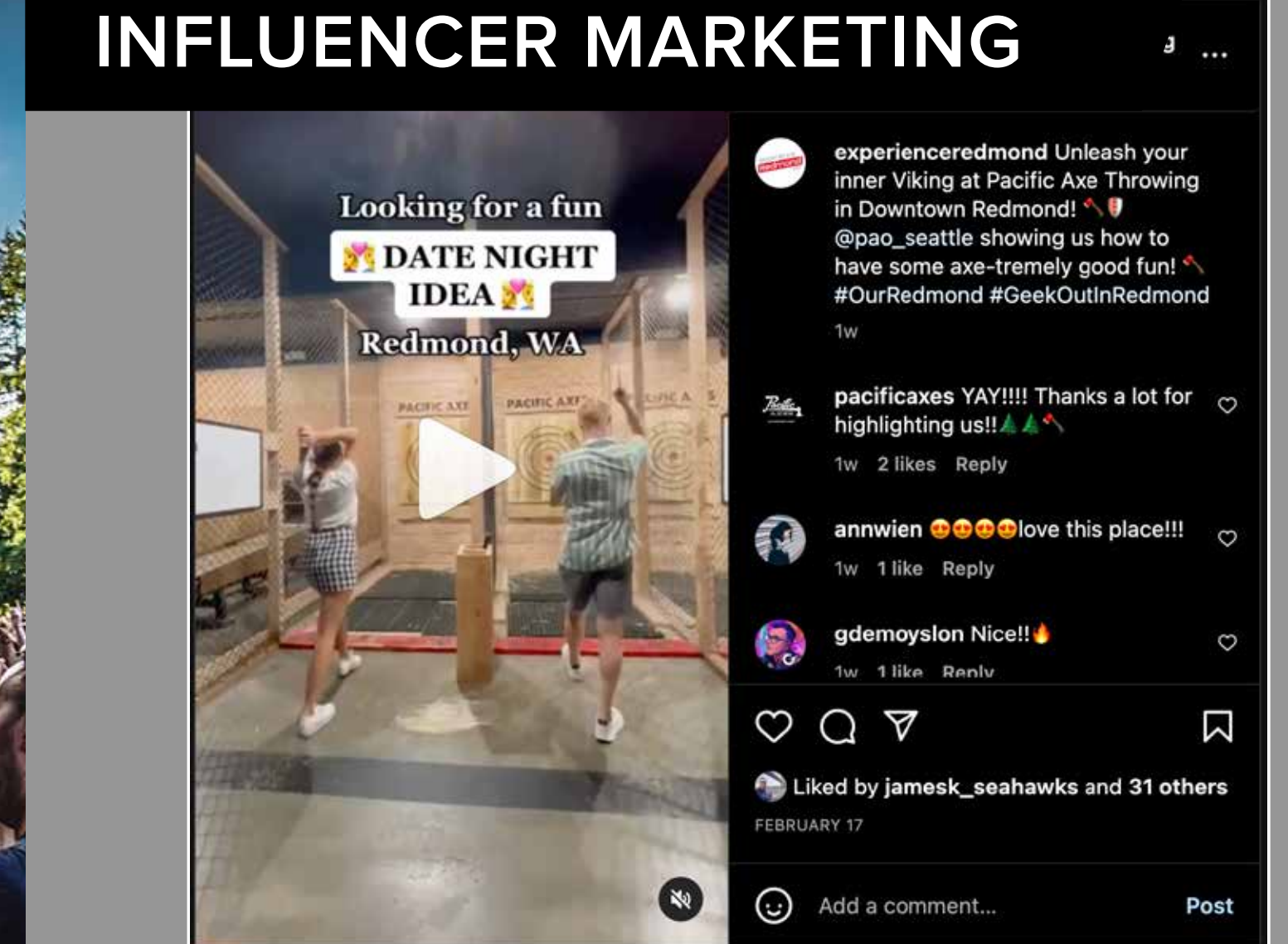
## PHOTOGRAPHY UPDATING



## VIDEO COLLECTION, AND EDITING



## SOCIAL MEDIA STRATEGY— INFLUENCER MARKETING





INFLUENCER EXAMPLES

